



# MALAYSIAN CONSUMER MOTIVATIONS ON BOYCOTT PARTICIPATION

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## ABSTRAK

Matlamat kajian ini adalah bagi mamahami serta menguji perhubungan antara motivasi boikot pengguna dan keputusan pengguna untuk melibatkan diri dalam boikot (*boycott participation*) berdasarkan teori '*pro-social*' di Malaysia. Dengan menggunakan tiga pembolehubah iaitu '*estimated participation*', '*costs and benefits*' dan '*perceived egregious behavior*'. Ketiga-tiga pembolehubah ini telahpun digunapakai di dalam konteks dunia barat melalui kajian terdahulu. Kajian ini juga menguji pembolehubah tambahan yang berkait rapat dengan subjek ini iaitu 'Imej Negara' (*Country Image*). Kajian ini dijalankan berdasarkan boikot yang sedang aktif terhadap beberapa syarikat gergasi '*multinational*' yang beroperasi di Malaysia. Boikot terhadap syarikat-syarikat ini adalah disebabkan oleh penglibatan mereka secara langsung dan tidak, dengan keganasan rejim Israel terhadap Palestin di Timur Tengah. Data kajian diperolehi daripada 852 responden melalui kaedah pengagihan kertas kajian soal-selidik dan dianalisa menggunakan 'Statistical Package for Social Science' (SPSS) versi 17. Keputusan analisa regresi berganda menunjukkan satu (1) pembolehubah dan dua item tidak boleh diterimapakai di dalam konteks Malaysia. Seterusnya keputusan dan penemuan kajian dibincangkan serta cadangan bagi halatuju kajian lanjutan dikemukakan.

## **ABSTRACT**

The purpose of this study is to examine the underlying motivations of consumer boycott and its relationship with boycott participation in Malaysian context based on the theory of pro-social behavior. This study examined the applicability of three main variables previously used in a boycott study based on a western context; namely 'Estimated Participation', 'Costs and Benefits' and 'Perceived Egregious Behavior'. This study also examined another related variable but previously untested in boycott context, 'Country Image' to investigate its effect on boycott participation. The research framework was tested on an on-going boycott in Malaysia against several multinational firms prompted by their direct/indirect involvement on Israel's atrocities against Palestine in the Middle East. Data were obtained from a total sample of 852 through self-administered questionnaire survey and analyzed with Statistical Package for Social Science (SPSS) software version 17. Relationships between the variables were examined using multiple regression analysis. From the regression results, one (1) variable and two (2) constructs were not applicable to the Malaysian boycott context. The results of this study were then discussed followed by recommendations for future research directions.

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## **LIST OF ABBREVIATION**

NGO	Non-Government Organization
COO	Country of Origin
PPIM	Persatuan Pengguna Islam Malaysia (Muslim Consumers Association Malaysia)
MP	Member of Parliament
VPM	Viva Palestina Malaysia
VIF	Variance Inflation Factor

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Preface**

This chapter will start with the general introduction of boycott occurrences in Malaysia. Subsequently, the gaps in the boycott literature will be addressed which leads to the research questions, objectives and significance. An overview of the thesis structure will be briefly explained.

### **1.2 General background on Boycott**

It was in the year 2005, where consumer boycotts were apparent in the Middle East as a form of retaliation by Muslims to the highly controversial published caricature of Prophet Muhammad (peace be upon Him) in a Danish tabloid – *Jyllands-Posten* (Browne, 2006; Abosag, 2010). Retailers in the biggest market of the Middle East; Saudi Arabia, responded by removing all Danish products off its shelves in less than five days. One of the most affected companies in the Middle East was Arla Foods; producer of among many other well established brands such as Lurpak Butter, Three Cows Cheese and Dano powdered milk; costing the company to lose astoundingly, US \$72.1 million dollar per day (Abosag, 2010; Arla Foods hit by Middle East boycott after cartoons row, 2008; Middle East boycott to cost Arla Dkr 400 million, 2006).

Simultaneously, Malaysia's population which consists of approximately 60% Muslims responded to the egregious act of the Danish tabloid through boycott calls on all Danish products. Local Muslim non-government organizations (NGO) and political parties headed protest rallies which were carried out in the nation's capital to express disgust,

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only



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